

1. (Currently amended) A method of portably handling entertainment media files comprising:

transferring a media file that is non-encoded with any usage limitation, the transferring occurring without prior consideration of whether any usage limitation exists for the transferred non-encoded media file, from a first memory to storing in a memory of a portable digital storage module non-encoded entertainment media that is not encoded with any authorized usage condition; and

after the storing step is completed, encoding the portable digital storage module with access instructions that are executed by a controller in the portable digital storage module for defining an a prescribed authorized usage condition of the transferred stored non-encoded entertainment media file, wherein after the encoding step is completed, the media file remains non-encoded regarding any usage limitation.

2. (Currently amended) The method of claim 1, wherein the transferring storing step further comprises transferring a copy of the non-encoded entertainment media file from a purchase center into the memory of the portable digital storage module.

3. (Currently amended) The method of claim 2, wherein the transferring storing step further comprises downloading the non-encoded entertainment media file from a remotely located database.

4. (Currently amended) The method of claim 1 wherein the transferring storing step further comprises transferring storing two or more non-encoded entertainment media files into the memory of the portable digital storage module.

5. (Currently amended) The method of claim 37 wherein the retrieving step is characterized by the digital format player device including at least one of a notebook computer, a personal movie player, and a seatback-mounted movie viewer.

6. – 7. (Canceled)

8. (Currently amended) The method of claim 1 wherein the transferring storing step is performed in a broadband frequency format.

9. (Currently amended) A portable digital storage module comprising:

an enclosure that is removably engageable with each of a plurality of digital devices;

a memory in the enclosure;

an interface in the enclosure configured to operably communicate with a first digital device of the plurality of digital devices to transfer store to the memory a non-encoded entertainment media file that is not encoded with any usage limitation condition, the transfer occurring without prior consideration by the first digital device or the portable digital storage module of whether any usage limitation exists for the transferred non-encoded media file; and

a controller in the enclosure configured to respond to access instructions that are encoded to the digital storage module via the interface after the non-encoded entertainment media has been stored to the memory to enable the interface to operably communicate with a second digital device of the plurality of digital devices to playback the non-encoded entertainment media file in accordance with an a prescribed authorized usage condition defined by the access instructions, the media file remaining non-encoded regarding any usage limitation throughout and after the controller responds to access instructions that are encoded to the digital storage module.

10. – 18. (Canceled)

19. (Currently amended) The method of claim 1 wherein the encoding step is characterized by the prescribed authorized usage condition granting permission to playback the transferred stored non-encoded entertainment media file a finite number of times.

20. (Currently amended) The method of claim 1 wherein the encoding step is characterized by the prescribed authorized usage condition granting permission to playback the transferred stored non-encoded entertainment media file within a finite period of time.

21. – 23. (Canceled)

24. (Currently amended) The method of claim 1 wherein the transferring storing step is characterized by the non-encoded entertainment media file comprising audio data.

25. (Currently amended) The method of claim 24 wherein the transferring storing step is characterized by the non-encoded entertainment media file comprising video data.

26. (Currently amended) The method of claim 1 wherein the encoding step is characterized by a predetermined association between a user-selected purchase price for the transferred stored non-encoded entertainment media file and the corresponding prescribed authorized usage condition.

27. - 31. (Canceled)

32. (Currently amended) The method of claim 1 wherein the encoding step is characterized by automatically deleting the transferred stored non-encoded entertainment media file from the memory of the portable data storage module according to the prescribed authorized usage condition.

33. – 36. (Canceled)

37. (Currently amended) The method of claim 1 further comprising retrieving the transferred stored non-encoded entertainment media file from the memory of the portable digital storage module with a digital format player device in accordance with permission granted by the access instructions.

38. (Currently amended) The method of claim 26 characterized by the user-selected purchase price being determined by a user's input to a point of purchase system, ~~wherein the stored non-encoded entertainment media resides in the memory of the digital storage module prior to the user's input.~~

39. (Currently amended) The method of claim 1, further comprising after a request for a usage of the transferred stored non-encoded entertainment media file, changing the encoded access instructions and thereby changing the ~~prescribed~~ authorized usage condition of the transferred stored non-encoded entertainment media file in relation to the request for a usage of the transferred stored non-encoded entertainment media file.

40. (New) A method of portably handling media files comprising:
transferring a media file that is non-encoded with any usage limitation, the transferring
occurring without prior consideration of whether any usage limitation exists for the
transferred non-encoded media file, from a first memory to a memory of a portable
digital storage module; and
encoding the portable digital storage module with access instructions defining a
predetermined association between a user-selected purchase price for the media file and a
corresponding authorized usage condition of the media file, the encoded access
instructions executed by a controller in the portable digital storage module for enforcing
the authorized usage condition of the transferred non-encoded media file, wherein after
the encoding the portable digital storage module is completed, the transferred media file
remains non-encoded regarding any usage limitation.

41. (New) The method of claim 40 wherein the transferred non-encoded media file resides
in the memory of the digital storage module prior to an input of the user-selected purchase price.

42. (New) The method of claim 26 wherein the transferred non-encoded media file resides
in the memory of the digital storage module prior to an input of the user-selected purchase price.